



Data Collection Services

Great research requires defensible, timely data. Delivering high-quality data is not an easy task and many research agencies, even those with their own in-house data collection, turn to RONIN for such work. They use our extensive, global panels of Medical Specialists or IT Decision Makers, our Web-survey hosting capabilities, our centralized, phone-based data collection, or a combination of these.

RONIN data collection is supported by an array of services:

- Consultation on feasibility of quotas in each country;
- A RONIN research manager as the single point-of-contact for all aspects of the study
- Questionnaire programming, including support for many advanced question types to keep studies interesting;
- Translations and coding, regardless of language
- Project portal so clients can track fieldwork on an on-demand basis
- "Plan B" approach that can transition from Web to phone-based interviews, including CATI recruit to Web to fill quotas
- Cross tabulations and data file output to any format

Our panels are the industry's gold standard

Our panels of Medical Specialists and IT Decision-Makers are known for their breadth, size and quality. Particularly noteworthy is that the panelists have been recruited by telephone at their place of work and not from self-profiling approaches used in consumer panels. The quality of our panels is apparent during analysis, with data that is internally consistent and analytically robust.

Our phone-based data collection covers all countries and all respondent types

RONIN follows a centralized rather than dispersed business model that simplifies the process of rolling-out multi-country studies. The management of all aspects of studies is centralized in our London call center and with all interviews conducted by native language speakers trained to the highest industry standard.

We cover all respondent types, with specialization in C-Level, B2B, medical specialist, consumers and client-supplied sample for customer satisfaction studies.

We also offer an alternative for appropriate projects. In this approach, Managed Distributed Interviewing, interviewers located in-country operate under our supervisory and management control, using our software.

Managed Distributed Interviewing adds a cost advantage to the equation in countries where the labor pool and exchange rates are advantageous. RONIN supervisors monitor all interviewers on the phone as well as with specialized monitoring software to control quality and productivity. Only RONIN can make this work for we use our multi-lingual staff in London to monitor these interviews, regardless of where they are being conducted.

Web-based data collection is fully-integrated with our phone capability

Along with our phone-based data collection, the Web is an integral part of our data collection offering. Our philosophy is to run a seamless phone and Web operation which we are able to do because of our data collection software, **Results for Research®**.

By having an integrated phone and Web package, we have the ability to address challenging quota requirements. In many cases our panels will satisfy the requirements of the study, without the need to resort to the phone. But in those instances where the phone is needed, we are able to switch the interviewing to phone using the same software and questionnaire. All data – regardless of whether it was collected on the Web or by phone – is stored in the same data base, to ease data file output.

Often we will recruit on the phone for studies that must be completed on the Web. For this we have perfected a "hot transfer" technique that is designed to ensure that the respondent begins the Web study before our interviewers leave the call.

Web studies offer the opportunity for designing more interesting questionnaires, and our programming staff uses the facilities in the **Results** software to create vibrant, appealing questionnaires. For example, responses can be dragged into various response categories; rank ordering can be performed by moving entries on the screen, and scales can be implemented as sliding scales. Features such as these provide a far more engaging environment for the respondent.



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Medical Specialist Panel

RONIN's Medical Specialist Panel consists of 325,000 physicians and other medical specialists recruited at their place of work by RONIN's team of expert phone interviewers. This panel is supported by a strong panel management process and continual maintenance by telephone.

RONIN's experienced team of project managers, call center managers and interviewers undertake pharmaceutical data collection work for a large number of research agencies and consultancies worldwide.

While we conduct medical research globally, the panel specializes in the following countries: France Germany, Italy, Spain, UK and US.

Specialist coverage is extensive and includes: Cardiologists, Dermatologists, Endocrinologists/Diabetologists, General Surgeons, Hematologists, Hematologists/Oncologists, Nephrologists, Neurologists, Obstetricians/ Gynecologists, Oncologists, Ophthalmologists, Pediatricians, Plastic Surgeons, Psychiatrists, Radiologists, Rheumatologists, Urologists, Vascular Surgeons, General Practitioners (GPs)/Primary Care Practitioners (PCPs), Nurses, Eye Care Professionals, and Pharmacists.

The specialties covered are constantly updated; check with RONIN for the latest list.

IT Decision-Maker Panel

Nearly all of the B2B IT decision-maker panels in use today, with the exception of RONIN's, were recruited from consumer panels and these panels rely on consumers' self-reported job titles and decision-making responsibility. Studies have shown that these panels are subject to bias and fraud, producing findings that can be quite different from those achieved by traditional phone interviewing.

The RONIN IT Decision-Maker Panel consists of over 500,000 IT decision makers who have been carefully screened and recruited by telephone and from D&B sample, not from mailing lists or other unrepresentative sources. Panelists are used for all categories of IT hardware, software, services and communications decisions in 10 countries, across all sizes of enterprises and industries, and include both IT and Line-of-Business professionals.

Since the panel is coded with DUNS numbers, industry and size classifications are available at the enterprise, country and establishment level, providing a dependable source of demographic data.



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